

IN THE CLAIMS:

Please cancel claims 14-20 and 35-125 without prejudice. Please add new claims 173-196. In accordance with the Revised Rules under 37 C.F.R. 1.121, shown below are claims that may be original, cancelled, withdrawn, previously presented, new, and not entered.

Claims 1-172 (Cancelled)

173. (new) A media processing system for use in an environment in which selected objects require a "smart" media sample having printed material and an RFID transponder with an electronic circuit, memory, and antenna capable of responding to an RF interrogation signal, and in which environment other objects require only a conventional ("dumb") media sample having printed material but lacking an RFID transponder, the media processing system creating on demand both smart and conventional dumb media samples in response to programmed instructions from a host processor, the system comprising:

an on-demand print device configured to receive a series of labels, tickets, tags, cards, or other media samples, said print device printing on media samples in response to programmed instructions individualized for each media sample in the series of media samples which instruct the print device to print or not to print a conductive antenna on said media sample; and

an on-demand value adding mechanism configured to receive said series of media samples and a series of RFID system components in the form of RFID circuitry or antenna mounting pad components, said value adding mechanism in response to programmed instructions individualized for each media sample, either applying to the media sample an RFID circuitry or antenna mounting pad component if a conductive antenna has been printed, or not applying an RFID circuitry or mounting pad component to the media sample, said RFID circuitry or antenna

mounting pad component being operatively coupled to a conductive antenna printed on the media sample by the print device.

174. (new) A media processing system for use in an environment in which selected objects require a "smart" media sample having printed material and an RFID transponder with an electronic circuit, memory, and antenna capable of responding to an RF interrogation signal, and in which environment other objects require only a conventional ("dumb") media sample having printed material but lacking an RFID transponder, the media processing system creating on demand both smart and conventional dumb media samples in response to programmed instructions from a host processor, the system comprising:

an on-demand print device configured to receive a series of labels, tickets, tags, cards, or other media samples, said print device printing on media samples in response to programmed instructions individualized for each media sample which instruct the print device to print or not to print a conductive antenna on said media sample; and

an on-demand value adding mechanism configured to receive said series of media samples and a series of RFID system components, said value adding mechanism in response to programmed instructions individualized for each media sample, either applying to the media sample an RFID system component in association with the printed conductive antenna, or not applying an RFID system component to the media sample.

175. (new) The media processing system of claim 174 wherein said print device is a thermal transfer printer and wherein said conductive antenna comprises a conductive ink or carbon formation transferred from a thermal transfer ribbon.

176. (new) A media processing system for use in an environment in which selected objects

require a "smart" media sample having printed material and an RFID transponder with an electronic circuit, memory, and antenna capable of responding to an RF interrogation signal, and in which environment other objects require only a conventional ("dumb") media sample having printed material but lacking an RFID transponder, the media processing system creating on demand both smart and conventional dumb media samples in response to programmed instructions from a host processor, the system comprising:

an on-demand print device configured to receive a series of labels, tickets, tags, cards, or other media samples, said print device printing on media samples in response to programmed format and content print instructions individualized for each media sample in the series of media samples which instruct the print device regarding what and where to print on the media sample; and

an on-demand value adding mechanism configured to receive said series of media samples and a series of RFID system components in the form of RFID circuitry or antenna mounting pad components, said value adding mechanism in response to programmed instructions individualized for each media sample, either applying to the media sample an RFID circuitry or antenna mounting pad component, or not applying an RFID circuitry or mounting pad component to the media sample.

177. (new) The media processing system of claim 176 wherein said value adding mechanism includes a moveable structure which has a first position in which an RFID system component is adapted to be peeled from a liner and applied to a media sample, and a second position in which an RFID system component is adapted to not be peeled from a liner and not be applied to the

media sample.

178. (new) The media processing system of claim 177 wherein said moveable structure includes an electromechanical actuator.

179. (new) The media processing system of claim 178 wherein said electromechanical actuator comprises a linear actuator which is adapted to move an RFID system component toward or away from a media sample to which the component is to be applied.

180. (new) The media processing system of claim 176 wherein said value adding mechanism includes a pressure-applying structure configured to press together an RFID system component, an associated media sample, and an adhesive layer located at an interface between the RFID system component and the associated media sample.

181. (new) The media processing system of claim 180 wherein said pressure-applying structure includes a tamper.

182. (new) The media processing system of claim 181 wherein said tamper comprises:

- a fast-acting solenoid;

- a gas spring driven by said solenoid; and

- a surface configured to press together the RFID system component and the associated media sample, said gas spring damping the fast action of said solenoid.

183. (new) The media processing system of claim 176 wherein said value adding mechanism includes a vacuum device for holding a media sample as an RFID system component is applied to the media sample.

184. (new) The media processing system of claim 183 wherein said vacuum device comprises a vacuum conveyor.

185. (new) The media processing system of claim 180 including a vacuum device for holding the media sample as an RFID system component is applied to the media sample.

186. (new) The media processing system of claim 176 configured to create a gas flow directed to assist in effectuating application of the RFID system component to a media sample.

187. (new) The media processing system of claim 176 wherein said RFID circuitry has a memory storing a software program.

188. (new) A method comprising:

receiving a series of labels, tickets, tags, cards, or other media samples, and on demand printing on said media samples in response to programmed print instructions individualized for each media sample in the series of media samples which instruct a print device to print or not to print a conductive antenna on the media sample; and

on demand in response to programmed instructions individualized for each media sample, either applying to the media sample an RFID system component in the form of RFID circuitry or mounting pad components, or not applying such an RFID system component to the media sample,

the RFID circuitry or antenna mounting pad component being operatively coupled to a conductive antenna printed on the media sample.

189. (new) The media processing system of claim 188 wherein a media sample has an adhesive backing, said method including adhering an RFID system component to said adhesive backing.

190. (new) The method of claim 188 wherein a media sample does not have an adhesive backing, said method including adhering an adhesive-backed RFID system component to a non-adhesive surface of said media sample.

191. (new) The method of claim 188 wherein a value adding mechanism receives a series of RFID components on a liner, the method including selectively retaining certain components on said liner.

192. (new) The method of claim 188 including selectively either moving an RFID system component into a first position and applying the component to a media sample, or moving an RFID system component into a second position and refraining from applying the component to the media sample.

193. (new) The method of claim 188 including holding a media sample with a vacuum as an RFID system component is applied to the media sample.

194. (new) The method of claim 188 including applying a plurality of RFID system components to a selected media sample.

195. (new) The method of claim 188 including creating a gas flow directed to assist in effectuating application of the RFID system component to a media sample.

196. (new) The method of claim 188 wherein a media sample in said series of media samples has an adhesive backing and is carried on a liner, said method including peeling the media sample from said liner, applying an RFID system component to said adhesive backing of the media sample, and relaminating the media sample on a liner.